SYSTEMS AND METHODS FOR ONLINE INVESTING

ABSTRACT

   A method of managing indexed investment products via a computer
network includes the step of generating a set of portfolios, each portfolio
composed of weighted classes of assets and associated with a degree of loss
aversion. The set of portfolios are stored in a database. A set of return
distributions are generated for each portfolio for selected investment options and
horizon dates and stored in a database. A selected portfolio is matched with an
online investor in response to degree of loss aversion information input from the
online investor. The online investor is then provided a return distribution
associated with the selected portfolio in response to investment option and
horizon date information input from the online investor.